

Alaska Visitor Statistics Program V Technical Appendix

Prepared for:

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Research-Based Consulting

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Kodiak

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Table of Contents

Introduction	1
Visitor Volume	2
Total Traffic	2
Visitor/Resident Ratios	3
Visitor Survey	5
Survey Population	5
Survey Design	5
Survey Staff	5
Survey Locations	6
Sample Sizes	7
Sampling Procedure	7
Online Component	9
Response Rates	10
Margins of Error	11
Data Processing	12
Ratios	15
Weighting	17
Code Changes and Definitions	18
Survey Instrument	20

Introduction

This *Technical Appendix* accompanies the *Alaska Visitor Statistics Program V* Summer and Fall/Winter reports, prepared for the Alaska Department of Commerce, Community and Economic Development. This document combines the methodology for summer and fall/winter for an overview of the full 12-month period. It provides additional methodological information for potential users of the report and/or the raw data generated in the visitor survey. Included are the visitor/resident ratios, applicable to total traffic data in order to estimate visitor volume; and weighting methods for the visitor survey data. The survey instrument is included at the end of this report. The full reports are available at:

www.dced.state.ak.us/oed/toubus/home.cfm

Total Traffic

The process of counting visitors to Alaska starts with traffic data. For AVSP V, exit traffic data was used. The following table shows each exit point, along with the type and source of the data. As in AVSP III and IV, the summer period consists of May 1 through September 30, and the fall/winter period consists of October 1 through April 30.

Exit Points and Data Sources AVSP V

Exit Point	Type of Data	Sources of Data
Domestic Air		
Anchorage	Enplaning passengers exiting the state	Anchorage International Airport; Alaska Airlines
Fairbanks	Enplaning passengers exiting the state	Fairbanks International Airport; Alaska Airlines
Juneau	Enplaning passengers exiting the state	Alaska Airlines
Ketchikan	Enplaning passengers exiting the state	Alaska Airlines
Sitka	Enplaning passengers exiting the state	Alaska Airlines
Other	Enplaning passengers exiting the state	Alaska Airlines
International Air		
Anchorage	Enplaning passengers exiting the state	Anchorage International Airport
Fairbanks	Enplaning passengers exiting the state	Fairbanks International Airport
Highway		
Fraser Border Station (Klondike Highway)	Occupants of private vehicles, motorcoaches, and commercial vehicles crossing the border	Yukon Department of Tourism and Culture
Pleasant Border Station (Haines Highway)	Occupants of private vehicles, motorcoaches, and commercial vehicles crossing the border	Yukon Department of Tourism and Culture
Beaver Creek Border Station (Alcan Highway)	Occupants of private vehicles, motorcoaches, and commercial vehicles crossing the border	Yukon Department of Tourism and Culture
Little Gold Border Station (Top of the World Highway)	Occupants of private vehicles, motorcoaches, and commercial vehicles crossing the border	Yukon Department of Tourism and Culture
Cruise Ship		
All southbound ships	Cruise ship passengers sailing southbound from Alaska ports to Canada/US ports	Cruise Line Agencies of Alaska
Ferry		
Bellingham	Ferry passengers disembarking at Bellingham	Alaska Marine Highway System
Prince Rupert	Ferry passengers disembarking at Prince Rupert	Alaska Marine Highway System

Because all commercial airlines besides Alaska Airlines only fly directly out-of-state, enplanement data from Anchorage and Fairbanks airports was used to determine exiting passengers aboard non-Alaska Airlines flights. Alaska Airlines, which operates flights within Alaska as well as out-of-state, provided an exact count of outbound passengers for each exit point.

Visitor/Resident Ratios

In order to estimate total visitor traffic, visitor/resident ratios were applied to the total traffic data. A visitor/resident ratio is the proportion of out-of-state visitors to Alaska residents for each exit mode. For most exit points, these ratios were collected in the form of “tallies” at the same time surveys were conducted. McDowell Group surveyors tallied over 78,000 people as they were exiting Alaska between May 1, 2006 and April 30, 2007. The following table shows the number of people tallied for each exit mode.

Visitor/Resident Tally Contacts, by Mode
AVSP V

Exit Mode	Summer 2006	Fall/Winter 2006-07	Full Year
Domestic Air	37,220	22,265	59,485
International Air	8,010	4,171	12,181
Highway	3,499	1,469	4,968
Ferry	974	706	1,680
Cruise ship ¹	0	0	0
Total	49,703	28,611	78,314

¹ As in previous AVSP studies, 100 percent of cruise passengers were assumed to be out-of-state visitors.

All exiting passengers were assumed to be leaving Alaska for the last time (meaning, not re-entering on the same trip), with the exception of highway travelers. Highway traffic had to be adjusted for “last exit” visitors, because some of the traffic recorded in border crossing data re-enters Alaska and exits a second time – for example, many highway visitors exit Alaska on the Alcan highway, drive to Skagway, and exit the state a second time via the Alaska Marine Highway. This issue is explained further in the highway section, below.

Domestic and International Air

For each flight selected for surveying (see **Sampling Procedures**, below), a surveyor would position themselves directly outside the jetway before boarding.¹ As passengers boarded, the surveyor would ask, “Are you an Alaska resident?” and their response was recorded. Every passenger boarding each selected flight was tallied.

For the domestic air mode, ratios were compiled by location, by month, and applied to passenger enplanement data by location, by month.² International air ratios were compiled by location, by airline, and applied to passenger enplanement data by location and airline.

Highway

Highway tallies were collected during all survey sample periods. Shifts were four to five hours long. Survey/tally stations were set up adjacent to the border station on three highways: Alcan, Haines Highway, and Klondike

¹ The one exception to this collection method occurred in Sitka, where the infrequency of flights and small size of the boarding area allowed both surveys and tallies to be conducted outside of the secure area. Tallies were conducted as passengers waited in line to go through security.

² Because passengers flying directly out of state from “other” destinations (Petersburg, Wrangell, Yakutat, and Cordova) were not sampled in the survey, tallies were not conducted for these exit points. The visitor/resident ratio for these passengers was based on a compilation of Juneau, Ketchikan, and Sitka ratios.

Highway. Because of the time required to access the border station at the Top of the World Highway, the survey station was set up on the road before drivers boarded the ferry at Dawson City. There was no risk of compromising the sample, because all highway travelers crossing the border necessarily drive on to Dawson City. (The Top of the World Highway is closed during the fall/winter study period.)

In addition to the standard visitor/resident question, highway travelers were asked: “Are you re-entering Alaska on this trip?” The final ratio that was applied to traffic data reflected only “last exit” visitors, to avoid double-counting of those travelers who were re-entering Alaska and exiting by another mode or a different highway. Visitor/resident ratios were applied to exiting personal vehicle traffic by location.

There were two highway modes that, as in previous AVSP’s, were not sampled: motorcoaches and commercial vehicles. Visitor/resident ratios and adjustment for last exit visitors for these modes were based on a number of sources, including interviews with tour operators, cruise passenger tour data, and interviews with border officials. Because visitor traffic among these two highway modes is so small, they are combined with other highway traffic for the purposes of the visitor volume estimate.

Cruise Ship

No tallies were conducted for cruise passengers. As in previous AVSP studies, all cruise passengers were designated as out-of-state visitors. Based on interviews with cruise industry officials, the number of Alaska residents that participate in Alaska cruises is statistically insignificant.

Ferry

As in the other exit modes, surveyors would ask passengers aboard sampled ferry voyages exiting Alaska whether they were a resident or visitor. Nearly 1,700 tallies were conducted of ferry passengers over the 12-month period. In addition, the project team was able to procure actual passenger origin by month and destination from the Alaska Marine Highway System, compiled from reservation data.

Survey Population

The AVSP V survey was conducted with out-of-state visitors who were exiting Alaska during two sample periods: Summer 2006 (May 1 through September 30) and Fall/Winter 2006-07 (October 1 through April 30). Seasonal residents, such as cannery and oil field workers, were screened out of the survey. The following table shows how respondents were targeted, by exit mode.

Target Survey Population, by Mode
AVSP V

Exit Mode	Target Survey Population
Domestic Air	Boarding flight bound for non-Alaska, domestic destination
International Air	Boarding flight bound for international destination
Highway	Recently crossed Alaska/Yukon border; not intending to re-enter Alaska
Cruise ship	Boarding cruise ship at its final Alaska port-of-call
Ferry	Disembarking in Prince Rupert or Bellingham

Survey Design

Unlike previous AVSP studies that involved three separate survey instruments, AVSP V utilized one combined instrument. The survey was designed by the McDowell Group study team with input from the Alaska Department of Commerce, Community and Economic Development and the Alaska Travel Industry Association. Questions were formulated with several factors in mind: consistency with previous AVSP survey instruments; streamlining and improving questions where possible; ease of use in intercept *and* online formats; utilizing knowledge gained in other visitor survey projects; and new information needs on the part of the state and the visitor industry.

Survey Staff

The AVSP V survey staff included 30 surveyors based in the following locations: Anchorage, Fairbanks, Juneau, Ketchikan, Sitka, Whitehorse, Dawson City, and the Yukon border stations on the Haines, Klondike and Alcan highways. Surveyors underwent rigorous training in order to ensure that respondents were dealt with in a friendly and courteous manner, and that all surveys were administered in the same way to minimize bias. The fielding staff included surveyors who spoke German, Japanese, Cantonese, Spanish, Portuguese, and American Sign Language. Surveyors in airports, on cruise ship docks, and aboard ferries wore name badges and uniforms. Highway surveyors wore hard hats, boots, and reflective vests as required by the Yukon Department of Highway and Public Works.

Survey Locations

The following table shows where surveys were conducted. These exit locations account for virtually 100 percent of visitors exiting Alaska. The limited number of visitors using other modes and locations does not warrant including them in the sample.³ In every survey location, online invitation cards were also distributed.

Survey Locations AVSP V - Summer 2006

Exit Mode	Survey Location
Domestic Air	
	Anchorage International Airport
	Fairbanks International Airport
	Juneau International Airport
	Ketchikan International Airport
	Sitka Airport
International Air	
	Anchorage International Airport
	Fairbanks International Airport
Highway	
	Fraser Border Station (Klondike Highway)
	Pleasant Border Station (Haines Highway)
	Beaver Creek Border Station (Alcan Highway)
	Dawson City (Top of the World Highway)
Cruise Ship	
	Ketchikan cruise ship docks
	Juneau cruise ship docks
	Skagway cruise ship docks
	Sitka cruise ship lightering docks
	Icy Strait Point cruise ship lightering docks
Ferry	
	Aboard Alaska Marine Highway ferries sailing to Bellingham and Prince Rupert

³ Un-sampled exit modes include: commercial vehicles, private planes, private boats, pedestrians, and airplane passengers flying directly out-of-state from Cordova, Yakutat, Petersburg, and Wrangell.

Sample Sizes

The AVSP V survey program included 3,758 intercept surveys (in-person interviews) and 3,179 surveys completed online, for a total of 6,937 surveys. The total sample exceeded the target sample of 6,500 by a significant margin, largely due to the higher-than-expected online response rate. The following table shows the number of completed surveys, by exit mode.

Sample Sizes, by Mode
AVSP V

Exit Mode	SUMMER			FALL/WINTER			FULL YEAR		
	Intercept	Online	Total	Intercept	Online	Total	Intercept	Online	Total
Domestic Air	1,528	1,917	3,445	782	223	1,005	2,310	2,140	4,450
International Air	274	299	573	123	0	123	397	299	696
Highway	246	85	331	101	0	101	347	85	432
Cruise ship	503	475	978	0	0	0	503	475	978
Ferry	152	180	332	49	0	49	201	180	381
Total	2,703	2,956	5,659	1,055	223	1,278	3,758	3,179	6,937

Sampling Procedure

The sampling process starts with creating a target number of intercept surveys, by month, for each mode and exit point. These targets were largely based on estimated traffic volume (for which the study team had extensive records from the 2005 *Alaska Travelers Survey*). The sample targets were adjusted to ensure appropriate sample sizes. For example, summer visitors exiting by ferry represent only 0.7 percent of all visitors. If they were represented proportionally in the sample, the target would be too small for analysis (18 out of 2,500 surveys). The summer ferry target became 150 surveys. Similarly, the summer international air sample was adjusted upwards because there was particular interest in this market on the part of the State and the visitor industry. These visitors represent 1.0 percent of total summer exiting visitors, but had a target of 200 surveys.

After sample targets were determined for each mode and exit point, monthly targets were determined based on traffic volume, and daily targets based on expected visitor frequency and surveyor capacity. Survey days were selected by month, based on a random start.

Following are more specific sampling procedures for each exit mode.

Domestic and International Air

The air samples were created using flight schedules for all airlines carrying passengers out of the state. For each sample day, flights were selected based on a random start. For each flight that was selected, surveyors had a target number of surveys to complete among boarding passengers. Surveyors would approach randomly selected passengers in the boarding area and complete the required number of surveys. Each surveyor was badged, which allowed them into the secure area of the airport. Official airport security badges,

coupled with the heightened compliance with travel security, contributed to the high response rates among domestic and international air passengers.

Highway

The highway sample was based on monthly traffic levels at each of the border stations. Survey stations were set up adjacent to the border station on three highways (Alcan, Haines Highway, and Klondike Highway), and near the Dawson City ferry dock on the Top of the World Highway (in the summer period only). Surveyors would work in four to five-hour shifts on each sample day. When motorists had completed their Customs interview (or before boarding the ferry at Dawson City), they were directed by signs to pull over to the side of the road, where surveyors would conduct their tally of all motorists, and would randomly select respondents for the intercept survey. Highway travelers who were re-entering Alaska on the same trip were screened out of the survey.

Surveyors were certified in flagging and stopping vehicles by the Yukon Department of Highways and Public Works. They were also able to use official, government-issued signs and cones. The official appearance of the survey stations and surveyors themselves, as well as their proximity to border stations, likely played a role in the high response rate among highway travelers.

Cruise Ship

The cruise ship sample was selected based on the expected volume of passengers at each “last port of call” in Alaska – that is, every port that represented the final stop before the ship exited Alaska, and continued on to non-Alaska ports. Cruise Line Agencies of Alaska provided the 2006 cruise ship schedule, including each ship’s route and capacity. Although Ketchikan represented the bulk of exiting passengers, the 2006 cruise ship schedule included several other last-call ports: Juneau, Skagway, Sitka, and Icy Strait Point (near Hoonah). The appropriate number of surveys was conducted in each location to reflect actual exiting volume. Survey targets also reflected passenger volume by cruise line – for example, if 30 percent of all exiting cruise passengers were expected to be sailing with Princess Cruises, 30 percent of the targeted ships were Princess ships.

Surveyors would station themselves outside the targeted ship several hours prior to boarding. They approached randomly selected passengers to complete surveys before they boarded their ship. Where necessary, surveyors were given special permission by private dock owners to interview passengers in the embarkation areas.

Ferry

Ferry passengers were surveyed onboard Alaska Marine Highway vessels bound for Bellingham and Prince Rupert. Sampled vessels were selected randomly by month among all southbound voyages. Surveyors would approach randomly selected passengers during sample periods in public areas of the ferry. Because surveyors sailed along with passengers, there was ample time to survey passengers who purchased staterooms as well as those who did not. The fall/winter sample was handled differently due to the low target sample of ferry visitors. Ferry passengers were surveyed onboard vessels bound for Bellingham and Prince Rupert while they were docked in Ketchikan, between arrival and departure.

Online Component

The AVSP V survey methodology included an online sample in addition to the intercept sample. The online sample was targeted by distributing “invitation cards” to visitors during intercept sample periods (see image, below). The color-printed postcard contained a message from the State of Alaska inviting visitors to share information about their trip over the Internet (see below). Recipients were directed to a web address, and each postcard had a unique password. Respondents would then go online and self-administer the survey.



For every intercept survey that was completed, surveyors distributed a target number of invitation cards. Cards were distributed to visitors departing on the same flights, ferry voyages, cruise sailings, etc. as intercept respondents. (For the fall/winter sample, cards were distributed only in the Anchorage and Fairbanks airports. There were not enough visitors in other locations to justify card distribution.)

The online survey was designed to mirror the intercept survey to the greatest extent possible. Questions were asked in the same order, with nearly identical wording to the intercept survey. More explicit directions were necessary for some questions to minimize confusion. If respondents had questions or difficulties filling out the survey, there was a link on the bottom of each screen to contact the Help Desk.

The online method allowed for certain efficiencies not possible in the intercept format. These included automated skip patterns and auto-sum functions in the expenditure section. Destinations visited were automatically linked to a personalized menu as respondents progressed to the activities and expenditures sections. In addition, the self-administered format eliminated the need for data entry.

Response Rates

Response rates show the percentage of people who completed a survey out of the total number of people targeted.

In intercept surveys, the response rate is the number of total surveys, divided by the number of qualified, targeted respondents approached by surveyors. For example, for the summer Domestic Air mode, there were 1,630 qualified respondents – that is, out-of-state residents who were exiting Alaska. Of this number, 130 declined to be interviewed. The response rate for summer Domestic Air is 1,500 divided by 1,630, or 92.0 percent.

For the online survey, the response rate is the number of people who completed the online survey, out of the total number of people who received invitation cards. (Only out-of-state visitors exiting Alaska were given cards.) For example, there were 11,011 cards distributed to summer visitors exiting the state via Domestic Air. Of these visitors, 2,111 completed the online survey. The response rate for summer Domestic Air online respondents is 2,111 divided by 11,011, or 19.2 percent.

Response Rates, by Mode
AVSP V

Exit Mode	SUMMER		FALL/WINTER	
	Intercept	Online	Intercept	Online
Domestic Air	92.0%	19.2%	86.6%	10.8%
International Air	81.5%	20.3%	89.7%	n/a
Highway	83.6%	13.5%	97.1%	n/a
Cruise ship	72.3%	13.7%	n/a	n/a
Ferry	89.0%	13.1%	76.9%	n/a
Total	85.6%	17.5%	87.3%	10.8%

The overall response rate for the summer intercept sample was 85.6 percent, and for the fall/winter intercept sample 87.3 percent. Rates differed somewhat by mode, as expected. Domestic air respondents generally show the highest intercept response rates because they often have plenty of time (and little to do) while they are waiting for their flight. Ferry passengers are also almost always willing to be interviewed, as they are onboard for significant periods of time. Cruise passengers show slightly lower response rates – they are approached as they return to their ship, occasionally in inclement weather, and can be anxious to embark.

Online response rates also correspond to project team expectations for each exit mode. Ferry, highway, and cruise ship passengers are often several days from returning home when they receive the invitation card. This makes them more likely to lose the card or forget about it when compared to air passengers, who are usually returning home that same day.

Although response rates differ by mode and by survey method, the data is not adversely affected. As explained in **Data Weighting**, above, all data is weighted according to traffic volumes by mode and location.

Given the length and complexity of the survey instrument, response rates exceeded expectations for the intercept sample. Nearly nine out of ten visitors approached agreed to complete a 10 to 20 minute survey,

sometimes in rainy, windy, or buggy weather, with a pin as an incentive. Several factors helped: well-trained, friendly surveyors; the eagerness of respondents to share information about their recently completed trip; and, in the case of ferry and air respondents, the lack of other available activities.

Response rates far exceeded expectations for the online sample. Based on a test conducted in the summer of 2005, the study team projected a response rate of 12 percent for the Domestic Air mode. The actual response rate for summer Domestic Air was 19.2 percent, and 17.5 percent for all modes combined. The higher response rate likely resulted from the high quality of the invitation cards and the generous incentives offered.

Incentives

Incentives are commonly used in surveys to maximize response rates. For AVSP V, incentives were used in both the intercept and online surveys. Intercept respondents were given an Alaska keepsake pin. Summer online respondents were entered into a monthly drawing to win a Denali Park Resorts package. All summer respondents were also entered into a drawing for a Princess cruise to Alaska, Mexico, or the Caribbean. Fall/winter online respondents were entered into a drawing to win one of two Alyeska Resort packages. All fall/winter respondents were entered into a drawing for a Holland America cruise to Alaska, Mexico, Canada or the Caribbean.

Margins of Error

The following table shows the maximum margin of error for the intercept and combined samples. The maximum margin for the summer data is ± 1.4 percent for the overall sample and ± 1.9 percent for the intercept sample. The maximum margin for the fall/winter data is ± 2.7 percent for the overall sample and ± 3.0 percent for the intercept sample. The combined sample is used for most data in the reports, with a few categories based to intercept respondents only. Sample sizes and margins of error for specific subgroups are presented in the introduction to each section and/or chapter where those subgroups are profiled.

Visitor Survey Margin of Error
AVSP V

Survey Method	SUMMER		FALL/WINTER	
	Sample Size	Maximum Margin of Error	Sample Size	Maximum Margin of Error
Intercept	2,703	$\pm 1.9\%$	1,055	$\pm 3.0\%$
Online	2,956	n/a	223	n/a
Total	5,659	$\pm 1.4\%$	1,278	$\pm 2.7\%$

Note: The data presented in AVSP reports is based to either intercept data or total data. Data based only to online respondents is not reported.

While the margin factors in the table above give general guidelines for the margin of error, most data in AVSP reports are more accurate than the maximum factors suggest. The margin is based not only on the number of respondents in the base of each question, but on the statistic itself. The expression “maximum margin of error” applies only if the attribute being sampled is distributed 50-50 among the population, such as gender. For gender, the maximum margin of error for the total summer sample is ± 1.4 percent.

However, the potential for error decreases as soon as the survey result moves toward either end of the bell curve. If a survey response is around 80 percent for the total summer sample of 5,659, the maximum error decreases to ± 1.1 percent. This margin would apply, for example, to the survey result for trip purpose – 82 percent of all visitors said they were traveling for vacation/pleasure. That same margin would apply to responses around 20 percent. At the 90 and 10 percent level, the maximum margin for the total sample decreases even further, to ± 0.77 percent.

Data Processing

Data Weighting

Survey data is often “weighted” to properly reflect known characteristics of a population. The primary weighting in AVSP is by exit mode. For example, the summer sample included 235 surveys of visitors who exited the state by ferry, or 4.0 percent of all surveys. However, this market represents only 0.7 percent of all visitors. In order for these visitors to be properly represented in the overall visitor market, their surveys are “weighted down.” Similarly, visitors exiting by cruise ship represented 17.4 percent of all summer surveys, but 46.5 percent of all exiting visitors. Their data is “weighted up.” All AVSP data was weighted by exit mode to reflect actual traffic volumes.

Summer online data was weighted by one additional factor: the geographic distribution of visitor origin. Online respondents from international countries and from certain geographical regions of the US were slightly less likely to respond to the survey. Because the intercept method ensured accurate distribution by origin, online data was weighted to reflect origin distribution in the intercept sample.

Fall/winter online data was weighted by trip purpose. Online respondents traveling for vacation/pleasure were more likely to respond to the survey. Because the intercept method ensured accurate distribution by trip purpose, online data was weighted to reflect trip purpose distribution in the intercept sample.

Combining Data Sets

As explained earlier in this chapter, the visitor survey included two different methodologies: online and intercept. The online survey targeted the same visitor population as the intercept survey – invitation cards were distributed to visitors on the same flights, ferry vessels, cruise ships, and during the same highway periods as intercept respondents. (In the fall/winter study period, cards were only distributed in the Anchorage and Fairbanks airports.) However, because the online survey (naturally) received lower response rates, and because the survey was in a different format, several issues had to be addressed before combining the two data sets.

This first issue is bias. Self-selection bias occurs when the characteristics of respondents who choose to answer a survey differ from those of the overall target population. Even though the response rates for the summer online survey far exceeded expectations at 18 percent, there was the possibility that the population that chose to respond to the survey differed from the population in the intercept survey. To address this issue, the study team compared a wide range of demographic variables between the two samples, including gender, origin,

age, income, and education. Only origin presented a potential bias; this was addressed with weighting, as described above.

The results to other survey questions were carefully compared to detect any sign of additional bias among online respondents. The only other apparent bias was in trip planning. Online respondents were more likely to use nearly all trip planning sources, particularly the Internet. For questions regarding trip planning sources, only intercept data is presented in the report.

The second issue is the difference in survey formats. Although the online survey was designed to mirror the intercept survey, results showed that some questions worked better in a personal interview format than online. In an intercept survey, the interviewer is able to explain and clarify questions when necessary. Following is a list of survey questions where the reported data reverts to the intercept sample only due to misinterpretation in the online survey.

Party size. Respondents were asked how many people were traveling in their party, sharing expenses. Interviewers were able to clarify this question if a respondent (mistakenly) answered with the number of people in their tour group, for example. Online respondents were not given this opportunity to clarify their response. As a result, the average party size among online respondents was higher than among intercept respondents.

Activity participation. Certain activities generated much higher participation rates in the online survey when compared to the intercept survey. These activities tended to be categories that online respondents appeared to interpret more broadly than in the intercept survey, including historical/cultural attractions, Native cultural tours/activities, and shows/Alaska entertainment. Activities that had more straightforward definitions (shopping, birdwatching, White Pass and Yukon Railroad, visiting friends and relatives, and fishing, among others) yielded very similar results for the two samples. It appears that the guidance of the surveyor was essential for respondents to understand some activity categories, and not over-report by counting one activity in two categories, for example.

Transportation between communities. Although this question specifically asked what modes were used to travel *between communities*, it appears that some online respondents misinterpreted this question to refer to modes of transportation used at any point on their trip. For example, online cruise respondents were much more likely to say they used motorcoach, train, and air to travel between communities when compared to the intercept sample. The online respondents were often referring to shore excursions and their travel to get in or out of the state. This was a difficult question for online respondents to understand without the aid of a surveyor.

Expenditures. Questions on expenditures tend to be difficult for visitors to answer, whether intercept or online. Respondents have to rely on their memory, sometimes on purchases made days or weeks beforehand. The level of detail requested on this survey was particularly challenging: visitors were asked for their purchases in each community, in six different categories, in addition to overall spending in the state, spending on packages, and more. The differences in expenditure results between the intercept and online samples indicated that the online respondents had difficulty with the complexity of this part of the survey. For example, some questions referred to spending by party, others asked for per person prices. The overall

spending question asked the respondent to discount travel to and from Alaska. In the field, surveyors could help clarify these questions.

Throughout the AVSP reports, the data in the above categories is accompanied by a footnote and the statement “based to intercept respondents only.”

Despite the fact that some online results were not used in AVSP reports, it is important to recognize the value of introducing the online survey to the AVSP process. It increased the overall sample size for most questions in the summer survey, from 2,703 to 5,659. The large sample size was critical to providing useful data at the subgroup level, including communities, region of origin, and other subgroups. In addition, the intercept-only samples remain large enough in most cases to ensure significant confidence in the data.

The following tables show the visitor/resident ratios applied to traffic data, including airport enplanements, ferry disembarkations, cruise passenger volumes, and highway border crossings. Each percentage represents the proportion of out-of-state visitors out of total traffic. The first table shows summer ratios; the second table shows fall/winter ratios.

Visitor/Resident Ratios AVSP V - Summer 2006

DOMESTIC AIR	May	June	July	August	September
Anchorage	54.4%	70.3%	79.4%	76.9%	71.2%
Fairbanks	38.1%	64.3%	63.5%	66.2%	62.8%
Juneau	36.5%	69.8%	74.5%	69.6%	59.5%
Ketchikan	50.5%	75.5%	80.4%	85.2%	80.8%
Sitka	54.0%	74.6%	76.0%	76.0%	54.0%
Other	44.0%	72.8%	70.3%	75.0%	66.9%
INTERNATIONAL AIR (applied by airline, full season)					
Anchorage	China Air 50.0%	Japan 99.7%	Korean 91.3%	Condor 81.1%	Air China 99.7%
Fairbanks	Condor 69.0%	Japan 98.0%	Air North 65.6%		
FERRY	May	June	July	August	September
Bellingham	42.7%	53.8%	69.4%	67.4%	55.3%
Prince Rupert	55.4%	65.8%	82.4%	80.1%	64.8%
HIGHWAY PERSONAL VEHICLE (applied by location, full season)					
Beaver Creek (Alcan)	40.2%				
Fraser (Skagway)	38.4%				
Little Gold (Dawson)	42.0%				
Pleasant (Haines)	23.1%				
HIGHWAY MOTORCOACH (applied by location, full season)					
Beaver Creek (Alcan)	10.0%				
Fraser (Skagway)	0.0%				
Little Gold (Dawson)	10.0%				
Pleasant (Haines)	0.0%				
HIGHWAY TRUCKS (applied by location, full season)					
Beaver Creek (Alcan)	60.0%				
Fraser (Skagway)	100.0%				
Little Gold (Dawson)	60.0%				
Pleasant (Haines)	0.0%				
CRUISE (full season)					
All locations	100.0%				

Visitor/Resident Ratios
AVSP V – Fall/Winter 2006-07

DOMESTIC AIR							
	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Anchorage	44.3%	37.2%	31.9%	31.7%	31.2%	31.8%	34.2%
Fairbanks	27.1%	27.0%	19.1%	22.8%	23.7%	27.2%	20.1%
Juneau	18.3%	17.4%	28.7%	19.6%	25.2%	20.0%	24.2%
	Oct-Dec	Jan-Apr					
Ketchikan	32.1%	26.3%					
Sitka	17.7%	26.3%					
Other	24.4%	24.7%					
INTERNATIONAL AIR (applied by airline, full season)							
Anchorage/Fairbanks	China Air	Japan	Condor	Air North			
	15.8%	100.0%	81.1%	0.0%			
FERRY (applied by location, full season)							
Bellingham	42.7%						
Prince Rupert	55.4%						
HIGHWAY PERSONAL VEHICLE							
	Oct-Dec	Jan-Apr					
Beaver Creek (Alcan)	10.2%	13.1%					
Fraser (Skagway)	15.3%	22.4%					
Pleasant (Haines)	38.6%	15.6%					
HIGHWAY MOTORCOACH (applied by location, full season)							
Beaver Creek (Alcan)	50.0%						
Fraser (Skagway)	50.0%						
Pleasant (Haines)	50.0%						
HIGHWAY TRUCKS (applied by location, full season)							
Beaver Creek (Alcan)	60.0%						
Fraser (Skagway)	100.0%						
Pleasant (Haines)	0.0%						

AVSP Summer data was weighted using the following distributions.

Data Weighting AVSP V – Summer 2006

By Origin (Online data only)	
Western US	38.8%
Southern US	19.4
Eastern US	13.3
Midwest US	13.2
Canada	6.0
Other International	15.4
By Domestic Air Exit Location	
Anchorage	77.2%
Fairbanks	9.3
Juneau	6.1
Ketchikan	4.6
Sitka	2.7
By Exit Mode	
Domestic Air	47.5%
International Air	1.0
Cruise	46.9
Ferry	0.7
Highway POV	3.8

AVSP Fall/Winter data was weighted using the following distributions.

Data Weighting AVSP V – Fall/Winter 2006-07

By Trip Purpose (Online data only)	
Visiting friends/relatives	42.3%
Business	39.0
Vacation/pleasure	11.9
Business and pleasure	6.8
By Domestic Air Exit Location	
Anchorage	83.5%
Fairbanks	7.9
Juneau	4.7
Ketchikan	2.8
Sitka	1.1
By Exit Mode	
Domestic Air	95.0%
International Air	1.7
Ferry	0.7
Highway POV	2.6

Code Changes and Definitions

This chapter presents code changes between the printed survey and the survey data. It also presents the definitions of certain sub-groups.

Origin

The following table shows how countries of origin were re-coded for data processing.

Country of Origin (Question 2a)	Survey Code	DP Code
Australia	51	01
Austria	52	02
Belgium	53	03
Canada	54	04
China	55	05
France	56	06
Germany	57	07
India	58	08
Italy	59	09
Japan	60	10
Korea	61	11
Mexico	62	12
Netherlands	63	13
New Zealand	64	14
Russia	65	15
Spain	66	16
Sweden	67	17
Switzerland	68	18
Taiwan	69	19
United Kingdom	70	20
United States	70	21
Other	97	22

The following table shows how geographical regions were grouped for sub-group profiles.

World Regions (Question 2a)	Codes
Europe	02, 03, 06, 07, 09, 13, 15, 16, 17, 18, 20, 23
German-Speaking Europe (GSE)	02, 07, 18
Australia/New Zealand	01, 14
Asia	05, 08, 10, 11, 19, 24
US Regions (Question 2b)	Codes
Western US	03, 05, 06, 11, 12, 26, 28, 31, 37, 44, 47, 51
Midwestern US	13, 14, 15, 16, 22, 23, 27, 34, 35, 41, 50
Southern US	01, 04, 09, 10, 17, 18, 24, 25, 33, 36, 40, 42, 43, 46
Eastern US	07, 08, 19, 20, 21, 29, 30, 32, 38, 39, 45, 48, 49

Destinations

The following table shows how destinations within Alaska were re-coded for data processing.

Destinations (Question 9a)	Survey Code	DP Code
Other Southeast	30	40
Other Southcentral	31	41
Other Kenai Peninsula	32	42
Other Interior	33	43
Other Southwest	34	44
Other Far North	35	45
Other	97	46

The following table shows how Alaska destinations were grouped into regions for sub-group analysis.

Alaska Regions (Question 9a)	Codes
Southeast	07, 09, 11, 12, 14, 18, 20, 23, 24, 29, 40
Southcentral	03, 06, 17, 19, 21, 25, 27, 28, 41
Kenai Peninsula (subnet)	10, 13, 22, 42
Interior	04, 05, 08, 26, 43
Southwest	15, 44
Far North	16, 45
Other	46

Survey Instrument

See attached.



Alaska Visitor Statistics Program V

State of Alaska

Department of Commerce, Community
& Economic Development

A. Interviewer Name: _____

B. Date: _____

C. Mode and Location

DOMESTIC AIR

01☐ Anchorage

02☐ Fairbanks

03☐ Juneau

04☐ Ketchikan

05☐ Sitka

INTERNATIONAL AIR

06☐ Anchorage

07☐ Fairbanks

FERRY

08☐ to Bellingham

09☐ to Prince Rupert

CRUISE SHIP

10☐ Ketchikan

11☐ Skagway

12☐ Sitka

13☐ Juneau

14☐ Hoonah

HIGHWAY

15☐ Alcan

16☐ Dawson City

17☐ Skagway

18☐ Haines

D. Vehicle Type

01☐ RV/camper

02☐ Car/truck/van

03☐ Motorcoach/bus

97☐ Other

E. Airline and Flight # _____

F. Refusals _____

1. What was the main purpose for this trip? (Read 1-4)

1☐ Vacation/pleasure

2☐ Visiting friends or relatives

3☐ Business

4☐ Business and pleasure

If Seasonal Worker, Discontinue

(Includes commercial fishing, guiding, oil field work, etc.)

2. Which state or country are you visiting from?

U.S.

01☐ Alabama

02☐ Arizona

03☐ Arkansas

04☐ California

05☐ Colorado

06☐ Connecticut

07☐ Delaware

08☐ Florida

09☐ Georgia

10☐ Hawaii

11☐ Idaho

12☐ Illinois

13☐ Indiana

14☐ Iowa

15☐ Kansas

16☐ Kentucky

17☐ Louisiana

18☐ Maine

19☐ Massachusetts

20☐ Maryland

21☐ Michigan

22☐ Minnesota

23☐ Mississippi

24☐ Missouri

25☐ Montana

26☐ Nebraska

27☐ Nevada

28☐ New Hampshire

29☐ New Jersey

30☐ New Mexico

31☐ New York

32☐ North Carolina

33☐ North Dakota

34☐ Ohio

35☐ Oklahoma

36☐ Oregon

37☐ Pennsylvania

38☐ Rhode Island

39☐ South Carolina

40☐ South Dakota

41☐ Tennessee

42☐ Texas

43☐ Utah

44☐ Vermont

45☐ Virginia

46☐ Washington

47☐ Washington, D.C.

48☐ West Virginia

49☐ Wisconsin

50☐ Wyoming

International

51☐ Australia

52☐ Austria

53☐ Belgium

54☐ Canada

55☐ China

56☐ France

57☐ Germany

58☐ India

59☐ Italy

60☐ Japan

61☐ Korea

62☐ Mexico

63☐ Netherlands

64☐ New Zealand

65☐ Russia

66☐ Spain

67☐ Sweden

68☐ Switzerland

69☐ Taiwan

70☐ United Kingdom

97☐ Other

3. What mode of transportation did you use to enter Alaska?

1☐ Air

2☐ State ferry

7☐ Other

3☐ Highway

4☐ Cruise ship

3a. What type of vehicle were you using?

1☐ RV/Camper

2☐ Car/truck/van

3☐ Motorcoach/bus

7☐ Other

4. Did you use any of the following modes of transportation to travel between communities within Alaska?

(Read 1-8)

01☐ Air

02☐ State ferry

03☐ Alaska Railroad

04☐ Motorcoach or bus

05☐ Rental vehicle

06☐ Rental RV

07☐ Personal vehicle

08☐ Personal RV

09☐ None of the above

99☐ Don't know/refused

5. Is this your first trip to Alaska?

1☐ Yes (Skip to #8)

2☐ No

6. Not including this trip, how many times have you been to Alaska for vacation?

97☐ Used to live here

99☐ DK/Ref.

7. On your last trip to Alaska, which mode of transportation did you use to . . .

A. Enter Alaska?

1☐ Air

2☐ State ferry

3☐ Highway

4☐ Cruise ship

7☐ Other

B. Exit Alaska?

1☐ Air

2☐ State ferry

3☐ Highway

4☐ Cruise ship

7☐ Other

8. On this current trip, how many nights total were you in Alaska?

If you overnighted on a cruise ship or ferry, please include all nights on board.

9. Where in Alaska did you stay each night while on your trip?
9a. How many nights and what type of lodging?

	Hotel/ motel	Lodge	B&B	Private home	State/Nat'l Campground	Commercial Campground	Wilderness Camping	Cruise Ship	State Ferry	Other	
01 <input type="checkbox"/> State ferry											10. DAY VISIT?
02 <input type="checkbox"/> Cruise ship											
03 <input type="checkbox"/> Anchorage											03 <input type="checkbox"/>
04 <input type="checkbox"/> Denali/Healy/ Cantwell											04 <input type="checkbox"/>
05 <input type="checkbox"/> Fairbanks											05 <input type="checkbox"/>
06 <input type="checkbox"/> Girdwood/Alyeska											06 <input type="checkbox"/>
07 <input type="checkbox"/> Glacier Bay/ Gustavus											07 <input type="checkbox"/>
08 <input type="checkbox"/> Glennallen											08 <input type="checkbox"/>
09 <input type="checkbox"/> Haines											09 <input type="checkbox"/>
10 <input type="checkbox"/> Homer											10 <input type="checkbox"/>
11 <input type="checkbox"/> Hoonah/ Icy Strait Point											11 <input type="checkbox"/>
12 <input type="checkbox"/> Juneau											12 <input type="checkbox"/>
13 <input type="checkbox"/> Kenai/Soldotna											13 <input type="checkbox"/>
14 <input type="checkbox"/> Ketchikan											14 <input type="checkbox"/>
15 <input type="checkbox"/> Kodiak											15 <input type="checkbox"/>
16 <input type="checkbox"/> Nome											16 <input type="checkbox"/>
17 <input type="checkbox"/> Palmer/Wasilla											17 <input type="checkbox"/>
18 <input type="checkbox"/> Petersburg											18 <input type="checkbox"/>
19 <input type="checkbox"/> Portage											19 <input type="checkbox"/>
20 <input type="checkbox"/> Prince of Wales Is.											20 <input type="checkbox"/>
21 <input type="checkbox"/> Prince William Sound											21 <input type="checkbox"/>
22 <input type="checkbox"/> Seward											22 <input type="checkbox"/>
23 <input type="checkbox"/> Sitka											23 <input type="checkbox"/>
24 <input type="checkbox"/> Skagway											24 <input type="checkbox"/>
25 <input type="checkbox"/> Talkeetna											25 <input type="checkbox"/>
26 <input type="checkbox"/> Tok											26 <input type="checkbox"/>
27 <input type="checkbox"/> Valdez											27 <input type="checkbox"/>
28 <input type="checkbox"/> Whittier											28 <input type="checkbox"/>
29 <input type="checkbox"/> Wrangell											29 <input type="checkbox"/>
30 <input type="checkbox"/> Other So.East											30 <input type="checkbox"/>
31 <input type="checkbox"/> Other So.Central											31 <input type="checkbox"/>
32 <input type="checkbox"/> Other Kenai Pen.											32 <input type="checkbox"/>
33 <input type="checkbox"/> Other Interior											33 <input type="checkbox"/>
34 <input type="checkbox"/> Other So. West											34 <input type="checkbox"/>
35 <input type="checkbox"/> Other Far North											35 <input type="checkbox"/>
97 <input type="checkbox"/> Other											97 <input type="checkbox"/>

10. Did you visit any communities or destinations without spending the night? 00☐ None OR

NON-CRUISE VISITORS ONLY

11. Excluding transportation to and from Alaska, can you estimate how much your traveling party spent on your entire Alaska trip? \$_____ 98☐ Don't know 99☐ Ref.
12. Did your party purchase any multi-day packages that included lodging, transportation, and activities?
1☐ Yes ➡ 12a. Which of the following best describes this package? (Read 1-5)

01☐ Fishing lodge package
02☐ Wilderness lodge package
03☐ Motorcoach tour
04☐ Rail package
05☐ Adventure tour (hiking, biking, kayaking, rafting)
07☐ Other _____

2☐ No
8☐ Don't know
9☐ Refused
- 12b. Can you estimate the price per person for this package? \$_____ 98☐ Don't know 99☐ Ref.

STATE FERRY PASSENGERS ONLY

13. Can you estimate the price per person for your ferry tickets? \$_____ 98☐ Don't know 99☐ Ref.

CRUISE VISITORS ONLY

14. What was the name of your cruise line? _____ 98☐ Don't know 99☐ Ref.
15. Which of the following best describes your Alaska trip? (Read 1-4)
1☐ Round trip cruise from Vancouver or Seattle
2☐ Cruise one-way, fly one-way
3☐ Cruise with an overnight Alaska land tour
4☐ In-state cruise
7☐ Other _____
16. Did you spend any nights in Alaska on your own, in addition to your cruise or land tour package?
1☐ Yes 2☐ No
17. Can you estimate the price per person for your cruise or cruise/tour package? \$_____ 98☐ Don't know 99☐ Ref.
17a. Did this price include airfare? 1☐ Yes 2☐ No 98☐ Don't know 99☐ Ref.
18. Can you estimate what your traveling party spent on the rest of your Alaska trip? Please include tours your party bought before and during your trip. \$_____ 98☐ Don't know 99☐ Ref.

19. Now I'd like to ask you about your party's spending in each community. Let's start with (community). While in (community), about how much did your party spend on lodging? Show categories.
If "none," enter \$0. If "don't know," leave blank.

Include all communities from Q9/10	Lodging	Tours Activities Entertain.	Gifts Souvenirs Clothing	Food Beverage	Rental Cars Fuel Transportation	Other	(If any DK, ask for total)
a. _____	\$	\$	\$	\$	\$	\$	\$
b. _____	\$	\$	\$	\$	\$	\$	\$
c. _____	\$	\$	\$	\$	\$	\$	\$
d. _____	\$	\$	\$	\$	\$	\$	\$
e. _____	\$	\$	\$	\$	\$	\$	\$
f. _____	\$	\$	\$	\$	\$	\$	\$
g. _____	\$	\$	\$	\$	\$	\$	\$
h. _____	\$	\$	\$	\$	\$	\$	\$
i. _____	\$	\$	\$	\$	\$	\$	\$
j. _____	\$	\$	\$	\$	\$	\$	\$
k. _____	\$	\$	\$	\$	\$	\$	\$
l. _____	\$	\$	\$	\$	\$	\$	\$
m. _____	\$	\$	\$	\$	\$	\$	\$
n. _____	\$	\$	\$	\$	\$	\$	\$
o. _____	\$	\$	\$	\$	\$	\$	\$
p. _____	\$	\$	\$	\$	\$	\$	\$

20. Which tours or activities did you participate in while in Alaska? (Show list)	21. Where did you participate in these activities?
01 <input type="checkbox"/> Biking	
02 <input type="checkbox"/> Bird watching	
03 <input type="checkbox"/> Business	
04 <input type="checkbox"/> Camping	
05 <input type="checkbox"/> City/sightseeing tours	
06 <input type="checkbox"/> Day cruises Whale watch, wildlife, glacier, riverboat	
07 <input type="checkbox"/> Dog sledding	
08 <input type="checkbox"/> Fishing (guided)	
09 <input type="checkbox"/> Fishing (unguided)	
10 <input type="checkbox"/> Flightseeing	
11 <input type="checkbox"/> Gold panning/mine tour	
12 <input type="checkbox"/> Hiking/nature walk	
13 <input type="checkbox"/> Historical/cultural attractions Pioneer Park, festivals, Russian history	
14 <input type="checkbox"/> Hunting	
15 <input type="checkbox"/> Kayaking/canoeing	
16 <input type="checkbox"/> Museums	
17 <input type="checkbox"/> Native cultural tours/activities	
18 <input type="checkbox"/> Rafting	
19 <input type="checkbox"/> Salmon bake	
20 <input type="checkbox"/> Shopping	
21 <input type="checkbox"/> Shows/Alaska entertainment	
22 <input type="checkbox"/> Train – Alaska Railroad	
23 <input type="checkbox"/> Train – White Pass/Yukon	SKAGWAY
24 <input type="checkbox"/> Tramway/gondola	
25 <input type="checkbox"/> Visiting friends/relatives	
26 <input type="checkbox"/> Wildlife viewing	
27 <input type="checkbox"/> Northern Lights viewing	
28 <input type="checkbox"/> Snow skiing/boarding	
29 <input type="checkbox"/> Snowmobiling	
97 <input type="checkbox"/> Other activity:	
97 <input type="checkbox"/> Other activity:	
97 <input type="checkbox"/> Other activity:	

(SKIP Q22-Q23 FOR BUSINESS-ONLY TRAVELERS)

22. How well did your trip to Alaska live up to what you expected from an Alaska vacation? Was it... (Read 1-5)

- ☐ Much higher than expectations
- ☐ About what you expected
- ☐ Below expectations
- ☐ Don't know
- ☐ Higher than expectations
- ☐ Far below expectations
- ☐ Refused

23. In terms of value for the money, how does Alaska compare with other vacation destinations you've visited in the past five years? Was it... (Read 1-5)

- ☐ Much better
- ☐ About the same
- ☐ Worse
- ☐ Don't know
- ☐ Better
- ☐ Much worse
- ☐ Refused

24. Please tell me whether you were very satisfied, satisfied, dissatisfied, or very dissatisfied with the following aspects of your Alaska trip:

	Very Satisfied	Satisfied	Neither/ Neutral	Dissatisfied	Very Dissatisfied	Did not use	DK/ Ref.
a. Your overall experience in Alaska	5	4	3	2	1	6	9
b. Accommodations	5	4	3	2	1	6	9
c. Restaurants	5	4	3	2	1	6	9
d. Shopping	5	4	3	2	1	6	9
e. Visitor information services	5	4	3	2	1	6	9
f. Sightseeing	5	4	3	2	1	6	9
g. Tours and activities	5	4	3	2	1	6	9
h. Wildlife viewing	5	4	3	2	1	6	9
i. Transportation within Alaska	5	4	3	2	1	6	9
j. Friendliness of residents	5	4	3	2	1	6	9
k. Value for the money	5	4	3	2	1	6	9

25. How likely are you to recommend Alaska as a vacation destination to others? (Read 1-4)

- ☐ Very likely
- ☐ Unlikely
- ☐ Don't know
- ☐ Likely
- ☐ Very unlikely
- ☐ Refused

26. How likely are you to return to Alaska in the next five years? (Read 1-4)

- ☐ Very likely
- ☐ Unlikely
- ☐ Don't know
- ☐ Likely
- ☐ Very unlikely
- ☐ Refused

27. How far in advance did you decide to come on this trip to Alaska? _____ # of months OR ☐ < 1 month

28. How far in advance did you book your major travel arrangements? _____ # of months OR ☐ < 1 month

29. Did you use the Internet to research or book any portion of your trip?

- ☐ No (Skip to Q30)
- ☐ Don't know (Skip to Q30)
- ☐ Yes, research only (Skip to Q29b)
- ☐ Yes, research & book 29a. Which portions of your trip did you book through the Internet?
- ☐ Airfare

☐ Lodging

☐ Tours

☐ Vehicle rental

☐ Cruise

☐ Ferry

☐ Overnight packages

☐ Other _____

29b. Did you visit the official State of Alaska travel website? (www.travelalaska.com)

- ☐ Yes
- ☐ No
- ☐ Don't know
- ☐ Refused

30. Did you book any portion of your trip through a travel agent?

- ☐ Yes
- ☐ No
- ☐ Don't know
- ☐ Refused

31. Did you receive the State of Alaska Official Vacation Planner?

- ☐ Yes
- ☐ No
- ☐ Don't know
- ☐ Refused

32. What other sources did you use to get information about Alaska? (Show list)

- ☐ AAA

☐ Brochures

☐ Club/organization

☐ Community brochures

☐ Convention & Visitor Bureau(s)

☐ Cruise line/tour company

☐ Other _____

☐ Other _____

☐ Ferry brochure/schedule

☐ Friends/family

☐ Hotel/lodge

☐ Library

☐ Magazine

☐ Newspaper

☐ Prior experience

☐ Television

☐ Travel/recreation exhibits

☐ Milepost

☐ North to Alaska Guide

☐ Other travel guide/book

☐ None

☐ Don't know/refused

33. Including yourself, how many people are traveling in your immediate party sharing expenses such as food, lodging and transportation? _____

34. What are the ages and gender of everyone in your traveling party? (Enter first 8 members of party only)

	34a.		34b.			34a.		34b.
	Male	Female	Age			Male	Female	Age
Yourself	1	2			Traveler #5	1	2	
Traveler #2	1	2			Traveler #6	1	2	
Traveler #3	1	2			Traveler #7	1	2	
Traveler #4	1	2			Traveler #8	1	2	

35. Are there children living in your household? 1 ☐ Yes 2 ☐ No 8 ☐ Don't know 9 ☐ Refused

36. Are you retired, or semi-retired? 1 ☐ Yes 2 ☐ No 8 ☐ Don't know 9 ☐ Refused

37. Please point to the highest level of education you had the opportunity to complete.

- 01 ☐ Grade 11 or less
- 03 ☐ Associate/technical degree
- 05 ☐ Graduated from college
- 02 ☐ High school graduate/GED
- 04 ☐ Some college
- 06 ☐ Masters/Doctorate
- 98 ☐ Don't know
- 99 ☐ Refused
- 97 ☐ Other _____

38. Please point to the category that best describes your household. (Before-tax income, US\$)

- 01 ☐ Less than \$25,000
- 04 ☐ \$75,000 to \$100,000
- 07 ☐ \$150,000 to \$200,000
- 02 ☐ \$25,000 to \$50,000
- 05 ☐ \$100,000 to \$125,000
- 08 ☐ More than \$200,000
- 03 ☐ \$50,000 to \$75,000
- 06 ☐ \$125,000 to \$150,000
- 09 ☐ Other currency: _____
- 98 ☐ Don't know
- 99 ☐ Refused

39. The State of Alaska may wish to contact you in the future to find out more about your Alaska experiences. Would you be willing to provide your email address? Your information would not be shared or used for any purposes other than visitor research.

01 ☐ Yes _____

02 ☐ No

03 ☐ Don't have email

Thank you!